



CANDLE BURN TIMES

A Study on Value Proposition

PURPOSE

To find and develop quantifiable metrics in order to determine the value of various brands of scented candles while at the same time furthering my knowledge of Excel

METHODOLOGY

1. Purchase candles

I. What I've purchased before

II. Supporting small and local businesses

III. The wants and needs of the average American candle buyer

METHODOLOGY

2. Measuring - What to measure

- I. Started with only total burn time
 - I. Times for lit and snuffed, with a simple summation once candle was completely extinguished
- II. Added cost
 - I. Total cost, dollars per hour, hours per dollar
- III. Added weight
 - I. Grams vs Ounces - all candles save for diptyque measured in ounces, went with ounces and converted when necessary

METHODOLOGY

3. Burn the candles!

- I. Made adjustments to methods as study continued
- II. They made my room (and sometimes my house) smell great

PADDYWAX APOTHECARY

- Discovered in a antique shop
- Affordable
- Perfect for reading a hardcover book inside of a library with wooden shelves while sitting in a leather chair



DIPTYQUE

- Luxury Boutique
- Most expensive candle tested
- Available online or in The Domain
- Personal favorite



DIPT
OYU
E

WICK HABIT

- Local business
- Owned by the wife of an old band member
- Sold on Etsy and at shops around Austin
- Scents specific to Austin





FROSTBEARD STUDIOS

- Originally sold through Etsy
- Library and book themed candles
- May motivate you to read more

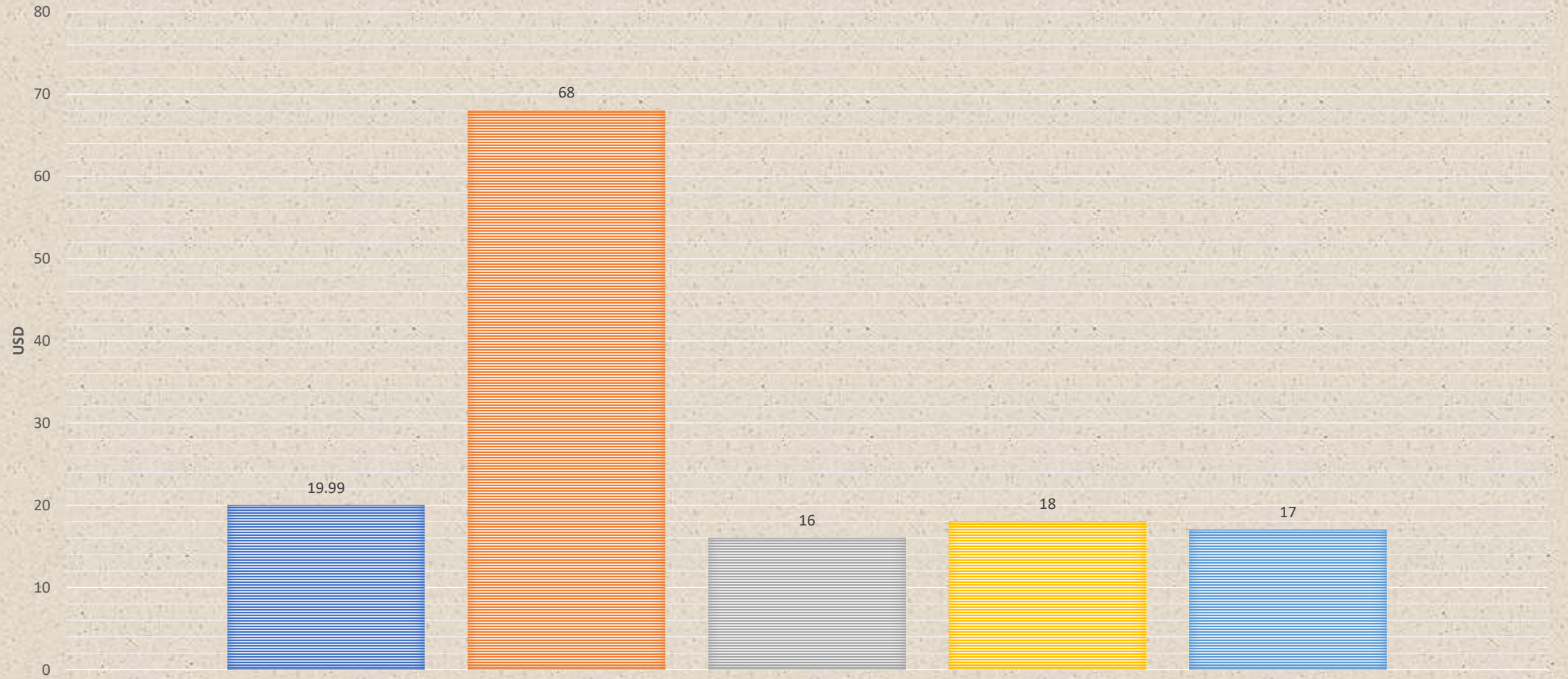
BOY SMELLS

- Weird name
- Received as gift
- Pretty efficient candle



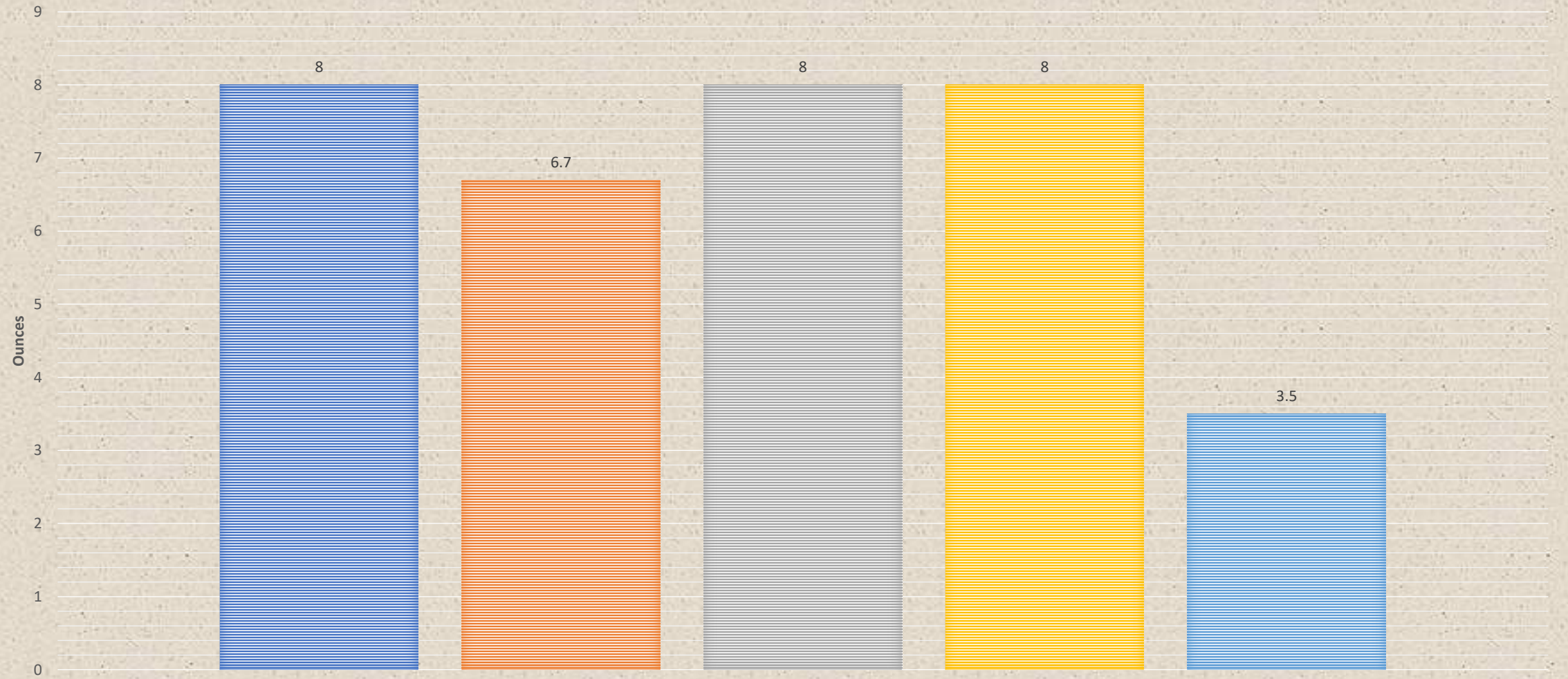
COST (USD)

Paddywax Apothecary Diptyque Wick Habit Frostbeard Boy Smells

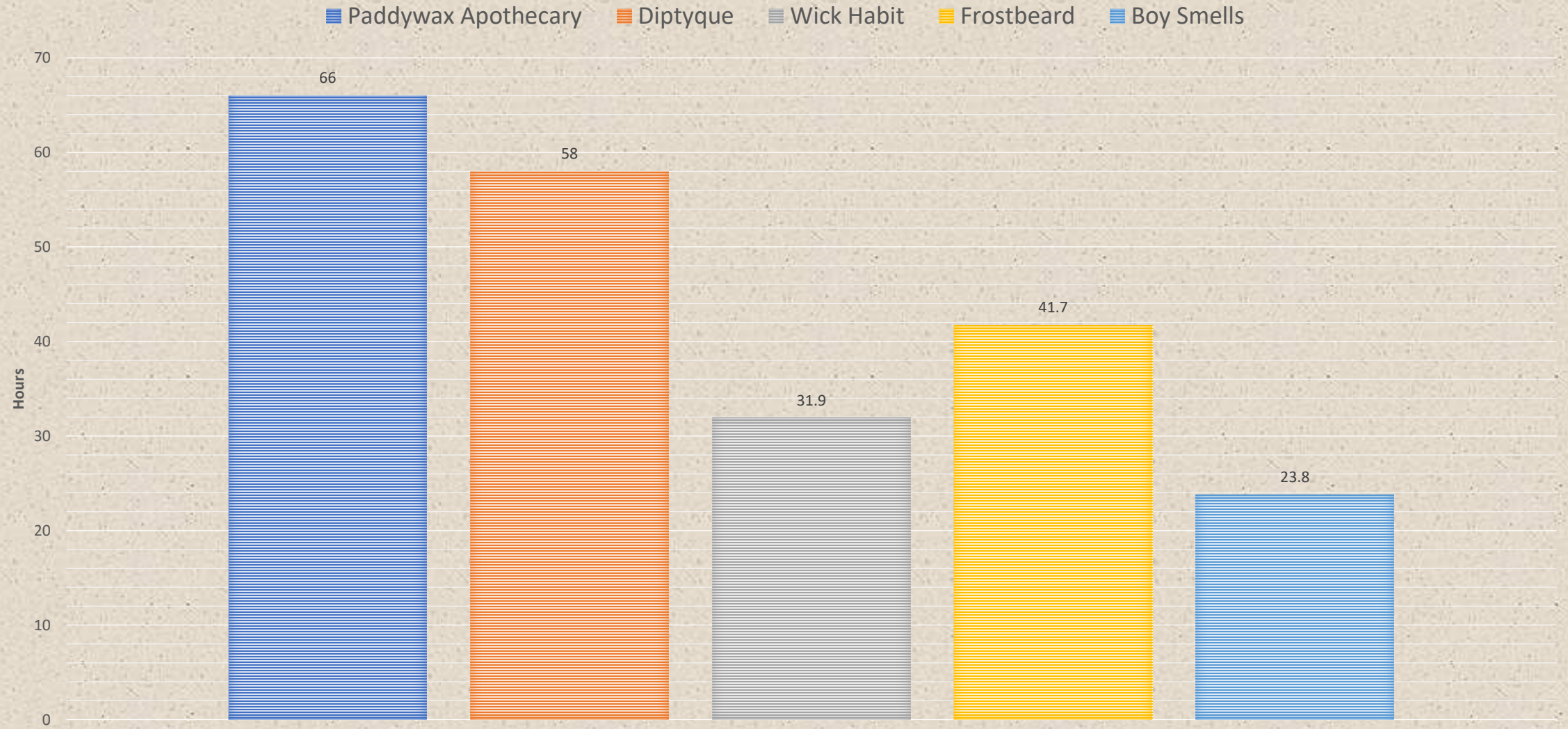


WEIGHT (OZ)

Paddywax Apothecary Diptyque Wick Habit Frostbeard Boy Smells

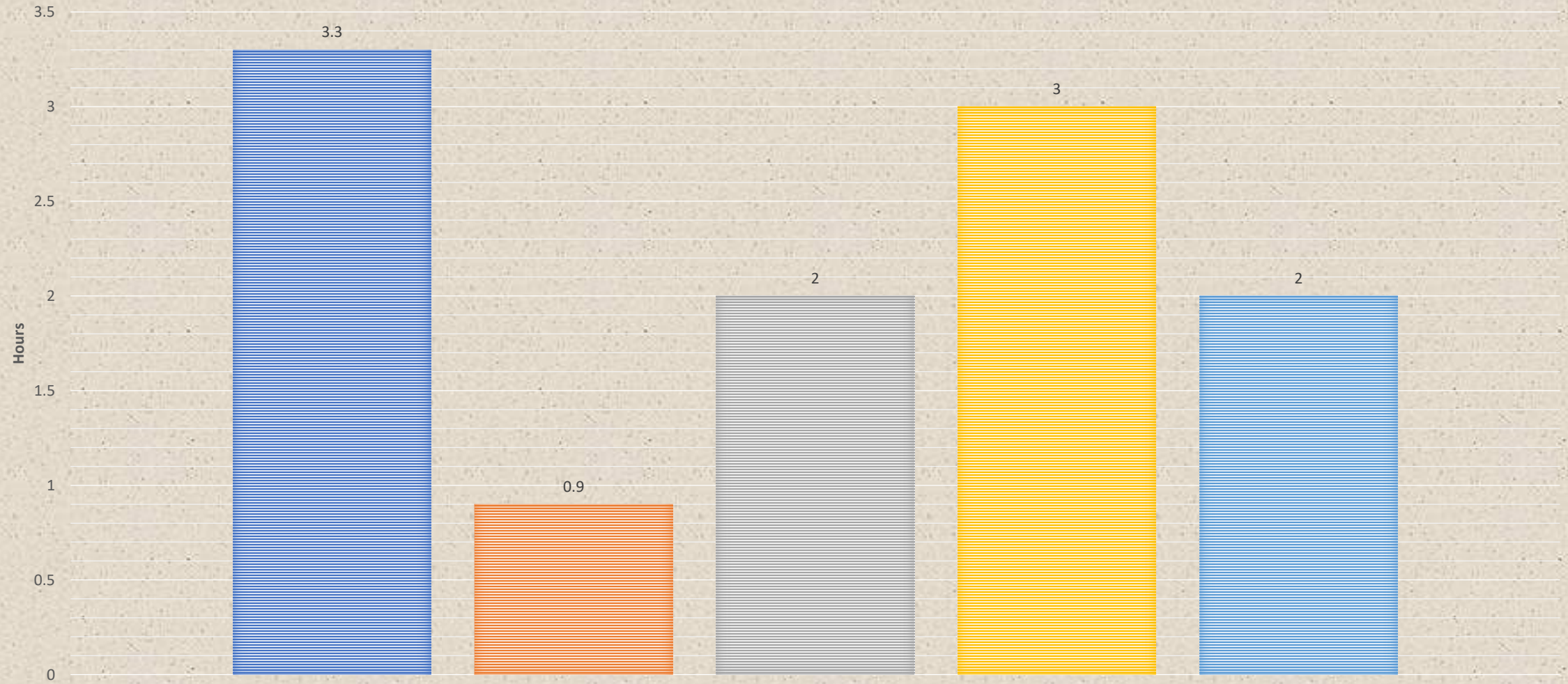


TOTAL BURN TIME



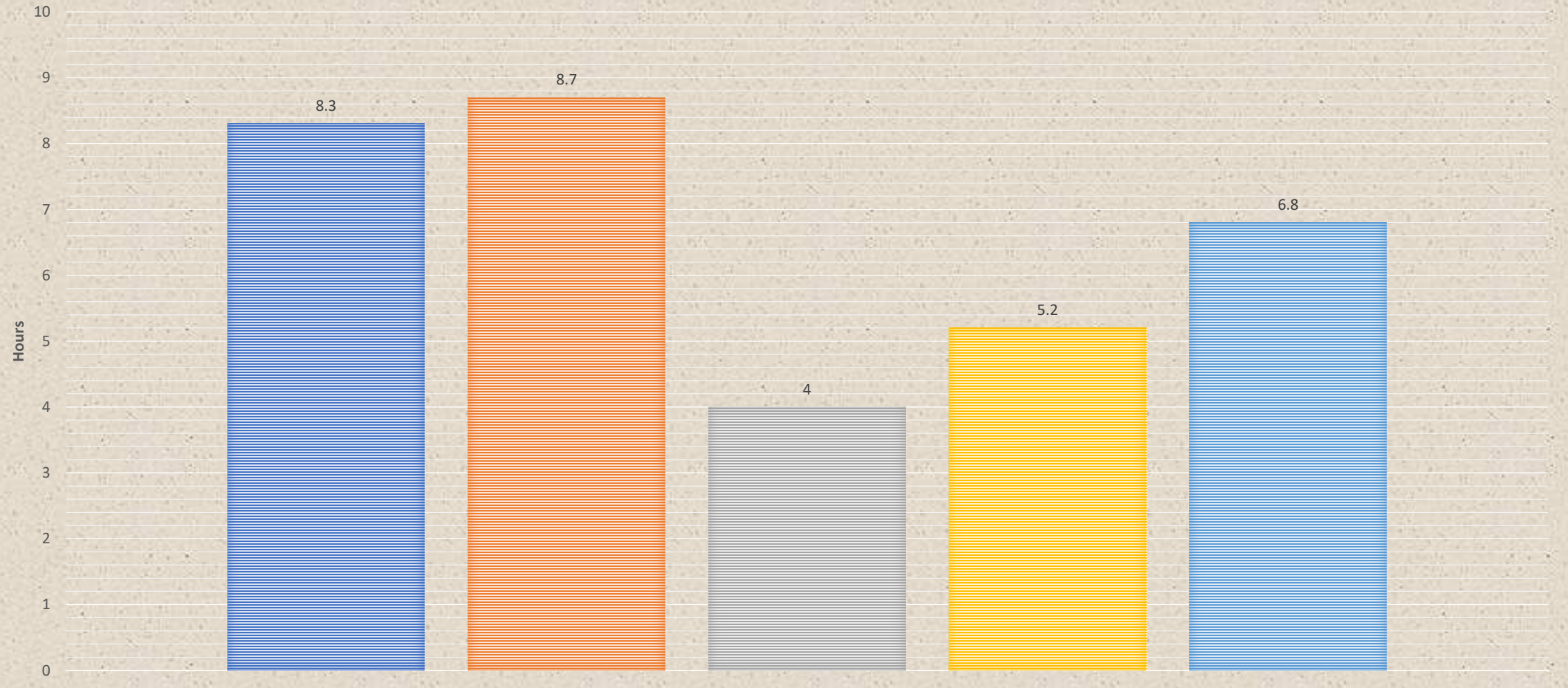
HOURS PER DOLLAR

Paddywax Apothecary Diptyque Wick Habit Frostbeard Boy Smells



HOURS PER OUNCE

Paddywax Apothecary Diptyque Wick Habit Frostbeard Boy Smells



NEXT STEPS

- Figuring out volume as a metric
 - Measuring the volume of a room
- Finding a weighed formula that takes into account all data points
- Burn more candles!